

Economy & Scale



Up to this point we have been working with repetition, rhythm and movement to create unity. In this project, our focus changes to economy. Economy is creating the design with the fewest elements possible. The other aspect to explore in this project is scale. Scale is the size of elements in relation to the picture plane. For example, in this project, I have enlarged the helicopter motif to the point where we become aware of its abstract shape and positive and negative space. The effect is bold and strong. Part of what makes the design strong is its distribution of positive and negative space. It achieves a balance without relying on symmetry. And it is VERY simple.

Cut a piece of bristol board to 7 x 11 inches.

Using 2H pencil, draw out a 1 inch margin.

Enlarge your motif so that it is bigger than the 5 X 9 inch rectangle that makes up your picture plane.

Trace the motif into the composition using 2H pencil, paying particular attention to the distribution of positive and negative space.

Using india ink and brush, ink the negative space of the design.